



Express Mail Label
No. EV669675114US

UV-174

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Application No. : 09/731,115 Confirmation. No.: 9203
Filed : December 6, 2000
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Art Unit : 2623
Examiner : Son P. Huynh

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In response to the Office action mailed on September 1, 2006 (hereinafter "Office Action"), applicants request reconsideration in view of the following amendments and remarks.

Amendments of the Claims are reflected in the listing of claims which begins on page 2 of this Reply.

Remarks begin on page 16 of this Reply.